


# Strategic Plan 2020-21



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FOR YOU  
& your  
future

 AWCCollege  
 @AbWitCollege

[www.abingdon-witney.ac.uk](http://www.abingdon-witney.ac.uk)

**&Abingdon  
&Witney  
College**

# Our mission statement

Improving lives, communities and the economy through learning

# Our strategic objectives

1. Delivering the highest quality learner experience
2. Developing an inspiring and responsive curriculum
3. Delivering sustainable growth
4. Being the employer of choice

# Our operational objectives

## Delivering the highest quality learner experience

- Students gain the knowledge, skills and behaviours they need to progress
- All students enjoy coming to college
- Classes are inclusive, inspirational, engaging and exciting
- Students are challenged and supported to achieve at the highest possible level they can
- Customer service and student support is outstanding at all stages of the learner journey
- Business support functions are student-centred and add value to the student experience

### Measures of success

- Enrolment numbers
- Learner and employer satisfaction
- Achievement rates
- Destination data
- SAR/ Ofsted grades

# Our operational objectives

## Developing an inspiring and responsive curriculum

- Curriculum delivery and content is relevant, exciting and inspirational
- Our digital strategy allows all students to engage with learning in modern, diverse and flexible ways
- The curriculum offer reflects the current and future needs of students, employers, the communities we work with, and the local economy
- Employer and community partners are involved in the development and delivery of our courses
- Subcontractors help us to work with a diverse range of students, including those accessing specialist courses
- The new course planning process is dynamic and responsive

### Measures of success

- Enrolment numbers
- Learner and employer satisfaction
- Achievement rates
- Destination data
- SAR/ Ofsted grades
- Curriculum match to skills priority areas

# Our operational objectives

## Delivering sustainable growth

- A five and ten year curriculum plan outlines ambitious, deliverable and sustainable plans for growth
- “Supporting” strategies (eg for Estates, Digital, Teaching, learning and assessment, People) underpin our curriculum plan
- We achieve the budget set, with particular focus on cash holdings, bank covenants and delivering a small surplus
- We make investments in infrastructure and our people, and in business efficiency and systems improvements
- We instill a ‘right first time’ culture, and deliver outstanding customer service at all times

### Measures of success

- Enrolment numbers
- Student, employer and staff feedback
- Financial health grade
- Financial health indicators/ ratios

# Our operational objectives

## Being the employer of choice

- Staff enjoy working at the college – we have fun!
- Salaries and the staff benefits package are attractive
- All employees feel empowered and resourced to do their job well
- Staff are supported to achieve their personal and professional goals
- Everyone understands their role and how they contribute to the success of the college
- Our culture promotes diversity and difference, and enables all staff to succeed

### Measures of success

- Staff satisfaction/ survey
- Staff feedback
- Staff retention
- Ease of recruiting new staff
- Number of sick days/ amount of case work

# 2020-21 headline delivery plan

1. Being COVID-secure
2. Maintaining high quality teaching, learning assessment
3. Creating a curriculum development plan
  - For 2020/21
  - STEM review
  - 5 year plan
  - 10 year plan
4. Developing or updating supporting strategies
  - Estates, Digital, Teaching, learning & assessment, Information, Employer Engagement, Community Engagement, People, Marketing
5. Robust and prudent financial management
6. Instilling a 'right first time' culture